



125 West 55th St
New York, NY 10019

Contract # 25776465	Changes as of: 10/27/2017 at 8:38 AM	Version: Current State Version 1
CPE: //2056	Flight: 10/27/17 - 11/26/17	Station: KFDX
Agency: THE WICKERS GROUP 1819 POLK ST #373 SAN FRANCISCO CA 94109	Advertiser: Pat Fallon State Senate Texas District 30	Market: Wichita Falls
	Product: 2056/Fallon for Texas Senate	Office: SAN FRANCISCO
Agency Order #:	Primary Demo: Adults 25-54	Total \$: \$15,700.00
Buyer: CAROLYN BARBER	Con Type: POLITICAL/VOTE	Total Spots: 68
Salesperson: MATT JOHNSON 415-281-2442	Assistant: TIFFANIE ECKHART 415-281-2487	Total CPP: \$0.00
		Total GRP:
		Separation:

#	Day/Time	DP	Program	Rate	A2554 Rating	Len	10/27 - 11/20					Total Spots	Total \$	CPP	GRP	
							10/27	10/30	11/6	11/13	11/20					
1	M-F 6a-7a		News	\$225.00	0.0	30	0	1	2	2	1		6	\$1,350.00	\$0.00	0.0
2	F 7a-9a		Today Show	\$225.00	0.0	30	1	0	0	0	0		1	\$225.00	\$0.00	0.0
3	M-F 7a-9a		Today Show	\$225.00	0.0	30	0	3	3	3	1		10	\$2,250.00	\$0.00	0.0
4	Sa 7a-9a		Saturday Today	\$75.00	0.0	30	1	1	1	1	0		4	\$300.00	\$0.00	0.0
5	Su 8a-9a		Sunday Today	\$75.00	0.0	30	0	1	1	1	0		3	\$225.00	\$0.00	0.0
6	Su 9a-10a		Meet the Press	\$200.00	0.0	30	1	1	1	1	0		4	\$800.00	\$0.00	0.0
7	M-F 12n-12:30p		News	\$100.00	0.0	30	0	2	2	2	1		7	\$700.00	\$0.00	0.0
8	M-F 5p-5:30p		News	\$250.00	0.0	30	0	3	3	3	1		10	\$2,500.00	\$0.00	0.0
9	Su 5p-5:30p		News	\$125.00	0.0	30	1	1	1	1	0		4	\$500.00	\$0.00	0.0
10	F 6p-6:30p		News	\$400.00	0.0	30	1	0	0	0	0		1	\$400.00	\$0.00	0.0
11	M-F 6p-6:30p		News	\$400.00	0.0	30	0	2	2	2	1		7	\$2,800.00	\$0.00	0.0
12	Sa 6p-6:30p		News	\$125.00	0.0	30	1	1	1	1	0		4	\$500.00	\$0.00	0.0
13	M-F 10p-10:35p		News	\$450.00	0.0	30	0	2	2	2	1		7	\$3,150.00	\$0.00	0.0
TOTALS:							6	18	19	19	6	68	\$15,700.00	\$0.00	0.0	



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Salesperson: MATT JOHNSON 415-281-2442	Assistant: TIFFANIE ECKHART 415-281-2487	

Special Instructions	
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Competitive Information	
Market Budget:	\$32,708
KFDX Share:	48%
Comment:	market shares are estimates
KAUZ:	25%
KJTL:	4%
KSWO:	23%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	68	\$15,700.00	N/A	0.0
Total	100%	68	\$15,700.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2017-Oct	6	\$1,150.00
2017-Nov	62	\$14,550.00
Total	68	\$15,700.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	10/26/17 12:16 PM					\$0	\$0	
New	10/26/17 11:47 AM	TIFFANIE ECKHART	Confirmed	68		\$15,700.00	\$15,700.00	

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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